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The Interplay of Price, Word-Of-Mouth, and Tourist Satisfaction in Marine Tourism

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Abstract

Marine tourism contributes socioeconomically to its stakeholders. Appropriate management of perceived price, word-of-mouth (WOM), and tourist satisfaction overall the destination image must be ensured, ultimately influencing tourists' behaviour. This research looks at the impact of perceived price, word-of-mouth (WOM), and tourist satisfaction on the destination image of Cox's Bazar, Bangladesh, and their subsequent effects on tourist behaviour in the marine destination. Using a quantitative approach and focusing on young, educated, and budget-conscious travelers, data was collected from 426 respondents through structured surveys. The connections among the constructs were evaluated using Structural Equation Modeling (SEM). The result reveals that perceived price and word of Mouth (WOM) tourist satisfaction significantly influence Cox's Bazar's destination image and mediates their effect on tourist behaviour. It provides useful insights for all stakeholders, especially tourism marketers by pointing to tourist satisfaction to promote goodwill to maintain the sustainability and competitiveness of maritime tourist destinations.

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1 Introduction

Marine tourism is rapidly expanding in the tourism industry (Wang & Zhang, 2019). Marine and coastal tourism makes a GDP contribution of 50%-70% in island-based civilizations including Seychelles, Fiji, and the Maldives (Zimmerhackel et al., 2019). The United Nations World Tourism Organization (UNWTO, 2019), reports that marine tourism contributes 30% of world tourism earnings, between 6% and 7% of global jobs, and 5% of GDP. Marine tourism is an established form of tourism and a rapidly growing sector that is essential to the travel and tourism sector in Bangladesh (Bhuiyan et al., 2020). The longest uninterrupted natural seashore in the world, Cox's Bazar, is a popular destination for both local and foreign travelers (Sahabuddin et al., 2021). However, to maintain its attractiveness and desire among tourists understanding the factors influencing tourist behavior is crucial and there is a limited study found on it. This study looks at how tourists' conduct and pleasure are influenced by their image and what factors form an image by focusing on important things like prices, word of mouth (WOM), emotion and knowledge about the destination, and overall satisfaction. Abubakar & Ilkan's (2016), study showed that positive online reviews increase the credibility of a tourism destination and the intention to travel. Budiono (2013), stated that standard of service is crucial to visitor satisfaction due to it enhances destination attraction. Consequently, Price perceptions shape travelers' destination choices (Chen et al., 2020) and WOM recommendations personally which significantly impacts tourist decisions (Litvin et al., 2008; Ahmed & Shuvo, 2024). The stakeholders are benefited socially and economically but they are facing challenges like environmental degradation and rising living costs and there should be a sustainable solution (Bhuiyan et al., 2020). Hanaysha et al. (2022), claimed that Sustainability and customer management are closely linked with each other as a business always focuses on a long-term vision. The study by Briandana et al. (2018), found that the reason behind the decline in marine tourism in Banten, Indonesia, was due to ineffective promotion and pricing issues meanwhile they were focusing on better infrastructure and standardized services. On the other side Winchenbach et al. (2022), revealed that fishers are shifting from fishing to tourism and it is leading them to healthier self-perception but challenging customer management.

Although several studies explored the relationship between price, WOM, and satisfaction with tourist behaviour, there are hardly any studies that thoroughly analyze destination image's mediating function in these connections, particularly within marine tourism contexts. The result shows that perceived price, word-of-mouth (WOM), and tourist satisfaction significantly influence the destination image of Cox's Bazar and image mediates their impact on tourist behavior. WOM and tourist satisfaction have strong positive effects on both destination image and tourist behavior while perceived price has a moderate influence. The findings suggest that destination image is important as it influences perception and behavior such as deciding to revisit or recommend it positively.

Literature Review

Perceived price

According to Moon et al. (2013), Perceived benefits considerably enhance something's image, and travelers develop more positive opinions of places with higher perceived values (Jin et al., 2013). The notion of perceived value provided by Zeithaml (1988), is in line with this further supported by Leszinski & Marn (1997), in the context of pricing, as the equilibrium between what is gained like beneficial effects based on quality and the costs that are incurred, such as price. Positive value judgments boost tourist loyalty and improve the destination's reputation, increasing the likelihood that they would return or suggest it to others (Zhang et al., 2014). Additionally, loyalty to products and services is strongly predicted by perceived value (Yang & Peterson, 2004). Chen & Tsai's (2007) and Khuong & Luan's (2015) studies show a strong correlation with research that consistently shows price perception and customer satisfaction are positively correlated (Edward & Sahadev, 2011; Jin et al., 2015; Pandža Bajs, 2015; Wu, 2014). Hellier et al. (2003), discovered that consumer satisfaction rises in tandem with perceived value. In their study on cruise tourism, Meng et al. (2011), verified this link, finding that pleasure was favourably impacted by perceived value. Furthermore, Khan & Fasih (2014) highlighted the robust positive connection between elements of service excellence and consumer fulfillment such as physical attributes, assurance, adaptation, and sensitivity. The following assumptions can be established.
H1: Perceived price positively influences destination image.
H5: Perceived price positively influences tourist behaviour at the marine destination.

Word of Mouth (WOM)

Word-of-mouth (WOM) is widely recognized as a key indicator of attraction loyalty (Truong & King, 2009; Yoon & Uysal, 2005) and a direct result of visitor satisfaction (Gallarza & Saura, 2006; Salleh et al., 2014; Do Valle et al., 2006). WOM is known to significantly influence customer behavior, intentions, and purchasing decisions (Daugherty & Hoffman, 2014; Litvin et al., 2008; Jalilvand & Samiei, 2012). It has long been known that one of the most effective methods for influencing perceptions and pictures of places is conventional word-of-mouth (WOM) (Hanlan & Kelly, 2004; Baloglu & McCleary, 1999; Beerli & Martin, 2004). Given its impact on behavioral intentions and travel decisions, visitor satisfaction plays a crucial role in generating positive WOM (Huete-Alcocer, 2017). In this context, the likelihood of visitors recommending or revisiting a tourist site largely depends on their overall satisfaction (Sotiriadis & Van Zyl, 2013). Consequently, WOM shapes destination images, influencing visitor attitudes, purchasing decisions, and ultimately the evolution of traveler behavior (Jalilvand & Heidari, 2017). The following concepts can be put forth.
H2: Word of mouth (WOM) positively influences destination image
H6: Word of mouth (WOM) positively influences tourist behaviour at the marine destination.

Tourist satisfaction

According to research, pre-visit impressions of a place are important in determining travel intentions and objective preferences (Baloglu & McCleary, 1999), and the impression generated during the visit has a major impact on favourable memories of in-situ experiences (Bigne et al., 2001). Nonetheless, a large portion of the study focuses on post-visit views, looking at things like satisfaction and post-visit thoughts (Prayag et al., 2017). According to studies, the perception of a location significantly and favourably affects customer happiness, loyalty, and the desire to return and promote it (Qu et al., 2011; Setiawan et al., 2014). The initial reaction of a place has a substantial effect on tourist pleasure, based on the study of Wang et al. (2009). The psychological impact of satisfaction is significant because it shows how well tour operators can satisfy the requirements, goals, and expectations of their customers, which in turn affects how they behave as customers in subsequent encounters (Ketut & Widyatmaja, 2017). Furthermore, Lu et al. (2020), contend that customer optimism has a major influence on future visitation behaviour and positively shapes consumer attitudes, making it a crucial driver of behavioural intentions. We can establish the following hypotheses.
H3: Tourist satisfaction positively influences destination image.
H7: Tourist satisfaction positively influences tourist behaviour at the marine destination.

Cognitive and affective image

The information and concepts regarding a location make up the cognitive image component, mostly focused on tangible characteristics that can be seen (Pike & Ryan, 2004). The emotional picture component, on the other hand, conveys sentiments toward a location. Combining the emotive and cognitive representations results in the overall picture, which includes the destination's unique traits and incorporates both tangible and intangible elements (Baloglu & McCleary, 1999). Visitors' views of how potent cognitive and emotional characteristics so influence how they perceive their location. Potential tourists' cognitive image elaborates their perceptions of a location, their emotional image elaborates their feelings towards it, and their conative image elaborates their behavioural intentions to visit and recommend it (Yang et al., 2022). The following possibilities are conceivable.
H4: Cognitive and affective images positively influence the destination image.
H8: Cognitive and affective image significantly impacts tourist behaviour at the marine destination.

Destination image

Tourists' perceptions and feelings about a place they have visited are known as destination images (Zhang et al., 2016). The appearance of the spot piques the curiosity of the visitor. Additionally, Zhang et al. (2016), described the traveler's viewpoint as the perception of trip facilities and core tourism products related to tourist attractions that directly meet the main needs of travelers. According to Eckner & Ritchie (1991), The representation of the destination is viewed as a portion of all comprehensive evaluations of visualizations that influence an individual's

mental state. Additionally, Hamouda & Yacoub (2018), found that the emotional image of the place, which is influenced by e-WOM, impacts tourists' interest. A strong relationship exists between how people perceive the chosen destination as well the intents and loyalties of traveler's (Wang et al., 2009). Positive attitudes, dedication, and traveller behaviour are all strongly impacted by memorable encounters during destination visits, claim Hasan et al. (2019). The following are some possible possibilities.

H9: Destination image mediates the relationship between perceived price, WOM, tourist satisfaction, and tourist behaviour at the marine destination.

H10: Destination image directly influences tourist behavior at the marine destination.

Table 1
Conceptualization of the constructs

Perceived Price	Since perceived price has a notable impact on consumer behaviour, marketing researchers have been studying it for decades (Eggert & Ulaga, 2002; McDougall & Levesque, 2000; Jin et al., 2013; Le et al., 2013; Wu, 2014). Perceived price is defined as a consumer's overall assessment of a product or service's usefulness (Zeithaml, 1988).
Word of Mouth (WOM)	The ancient method of sharing information, referred to as word-of-mouth (WOM) (Ismagilova et al., 2017; Jalilvand & Samiei, 2012), has developed into electronic word-of-mouth (e-WOM), which is now a major factor in determining the perception of a destination and influencing the choices made by tourists (Litvin et al., 2008; Al-Bourini et al., 2021; Feng et al., 2019; Setiawan et al., 2021).
Tourist satisfaction	The extent to which a person believes an event conjures favourable emotions is commonly referred to as satisfaction (Rust & Oliver, 1993). It is strongly associated with the connection between anticipation and contentment (Islamy et al., 2022; Wang et al., 2009) and is a crucial precondition for destination loyalty.
Cognitive and Affective image	Conative image describes the visitor's intention to provide feedback, reflecting cognition, emotions, and behaviour in line with one's sport (Baloglu & Brinberg, 1997; Baloglu & McCleary, 1999; Govers et al., 2007; Boulding, 1961; Baker & Crompton, 2000), whereas the feelings a visitor associates with it are referred to as its emotive image.
Destination Image	One of the most studied topics Over the last four decades is destination image, which includes a visitor's knowledge, feelings, and general perceptions of a location. It is crucial for marketing and differentiating tourist destinations (Fakeye & Crompton, 1991; Carballo et al., 2015; Deng & Li, 2014; Tasci et al., 2007).
Tourist Behaviour at the Marine Destination	The diverse, experiential, and intangible nature of tourism affects how visitors behave; positive actions encourage sustainable travel destinations, and perception affects environmentally responsible behaviour (ERB), which includes protecting resort resources (Abdullah et al., 2019; Fenitra et al., 2022; Fjelldal et al., 2022; Gao et al., 2021).

Over view of the proposed model

A conceptual framework is responsible for organizing and connecting the key elements that guide research and analysis (Leshem & Trafford, 2007). The proposed model demonstrates the relationships among the variables and their influence on tourist behaviour at marine destinations, mediated by the destination image. Perceived price, word of mouth (WOM), tourist satisfaction, and cognitive and affective image all directly impact the destination image (H1–H4). Consequently, they also directly influence tourist behaviour (H5–H8). Perceived price, Word of Mouth, Tourists Satisfaction, and Cognitive and effective Image together form the destination image (H9) which is ultimately responsible for Tourist behaviour on marine destinations (H10).

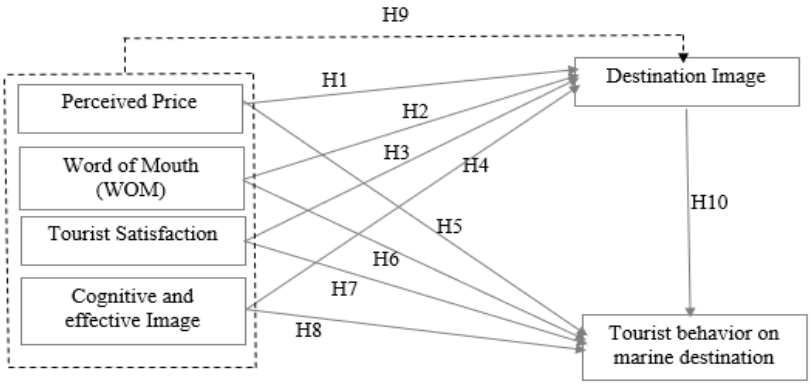

Figure 1. Proposed model
Source: Inspired by the works of Andrianto & Aliffianto, (2020); Yağmur & Aksu, (2022).

2 Materials and Methods

Research design

This study deployed a quantitative approach to explore the relation among the constructs grounded on the conceptual model. Random sampling ensures a representative and diverse sample and it is used to avoid bias in research (Vitter, 1985). This sampling technique was used through Pilot testing potential biases were identified and mitigated. Through structured surveys, data was collected. This approach is suitable for achieving the study's objectives, as it identifies patterns and trends related to tourist behaviour, perceptions, and intentions while considering Cox's Bazar (Scott et al., 2020). The respondents' age ranges from 15 to 38, mainly focusing on the young, educated, and budget-conscious tourists who are willing to travel. Structural Equation Modeling (SEM) is used to examine the hypotheses and investigate the relationship among variables (Ahmad et al., 2016). It was used to test the hypotheses in Smart PLS4.

Measurement and scaling

A 5-point Likert scale for measurement from 1(Strongly Disagree) to 5 (Strongly Agree) was used as measurement scaling as it is a widely used measuring and scaling method according to Joshi et al., (2015). This scaling method aids in quantifying the data for analysis. There were 21 assessment questionnaires to collect responses from the participants.

Sources of data

This study applied the use of both primary and secondary data. Since the Chattogram division is one of Bangladesh's main tourist destinations, it was chosen as the site for the primary gathering of information utilizing a structured survey (Rasul & Gurung, 2024). According to Burmeister & Aitken (2012), a sample size of 400 is sufficient for robust statistical analysis. A total of 480 answers were gathered and 426 were used for analysis. Tourists who have recently visited maritime sites such as Cox's Bazar, aged 15 and above, were included in the study. To maintain data standards, incomplete replies were excluded. It ensured that the sample matched the research objective. Secondary data was collected from various research articles and web portals.

Statistical tools

A variety of statistical methods and instruments were employed to efficiently gather, arrange, and examine the answers. To evaluate Structural Equation Modelling (SEM), Purwanto et al. (2021), suggested utilizing Smart PLS 4. This was done to investigate the intricate connections between the constructs of e-WOM quantity, credibility, availability, and quality, as well as their influence on travel decisions. For descriptive and preliminary analysis, Hinton et al. (2014) used SPSS 27, which was utilized to calculate descriptive statistics. Berk & Carey (1998), recommended using Microsoft Excel to organize, clean, and perform simple computations on the raw data. Furthermore, as mentioned by Chaiyo & Nokham (2017), Google Forms was used to disseminate surveys and gather online replies. These materials were crucial in developing the study's thorough approach to data analysis and hypothesis testing.

3 Results and Discussions

Demography of the respondents

The demography of the respondents ensures sample representativeness (Kennedy-Martin et al., 2015). The data set in **Table** 2 offers a detailed insight into a demographic that is primarily youthful and educated with 58.22% being male of respondents and 41.78% being female. Most of the responses are between the ages of 21 and 26 which is 90.1%. The older age group between 27-32 make up 5.2% of responses and the age group between 15-20 accounts for an even smaller proportion at 4.7%. The majority 88.7% are unmarried, which reflects a focus on education and career rather than family. 86.4% of the population are undergraduate students. It indicates a relatively high level of education. 3.8% of the respondents have completed HSC, 6.6% are graduates and the smallest portion 3.3% have pursued postgraduate education. Most of the respondents prefer to be budget travelers. They spend between 2,000 and 5,000 BDT annually which is 55.9% while 32.4% spend between 5,000 and 10,000 BDT. Only 4.7% spend over 15,000 BDT. It means young adults frequently encounter financial limitations. Overall, the data set is made of a youthful, primarily male population who are highly educated. The respondents are largely unmarried, and they have moderate trip spending patterns.

Table 2
Demography of the respondent (N=426)

Characteristics	N	%
Gender		
Male	248	58.22
Female	178	41.78
Age		
15-20	20	4.7
21-26	384	90.1
27-32	20	4.7
33-38	2	.5
Marital Status		
Married	48	11.3
Unmarried	378	88.7
Education Level of the respondent		
HSC	16	3.8
Undergraduate	368	86.4
Graduate	28	6.6
Postgraduate	14	3.3
Annual Tours and Travel Cost (In BDT)		
2,000 – 5,000	238	55.9
5,000 – 10,000	138	32.4
10,000 – 15,000	30	7.0
15,000+	20	4.7

Descriptive statistics

The table presents descriptive statistics of the variables by illustrating their mean values and the degree of variation. Descriptive statistics synthesize and define the key properties of a dataset through measures of metrics of dispersion (range, variance, and standard deviation), frequency distributions, central tendency (mean, median, and mode), and percentiles, presenting a basic knowledge of the data (Kaur et al., 2018). Most variables, such as TS2, TBMD1, DI1, PP3, and CEI1, have medians and means close to 4. This means that the data for these variables tends to concentrate around this value. With 1.156 and 1.062 standard deviations, respectively, CEI3 and PP1 show higher levels of variability which indicate a more scattered set of data. For instance, TS2 and TBMD4 demonstrate closer grouping, with standard deviations of 0.829 and 0.812, respectively. In comparison to the other variables, PP1 has the lowest central value with a mean of 3.108. Meanwhile, CEI2 has a mean of 3.469. That means it has considerable variability. Variables like TBMD3 and DI3, demonstrate strong consistency meanwhile others, such as WOM3 and CEI3, exhibit a higher variability having standard deviations higher than 1. The dataset has a visible range of variability as the majority of the variables cluster around a value of 4.

Table 3
Descriptive statistics

Variables	Mean	Median	Standard deviation
CEI1	4.005	4.000	0.917
CEI2	3.469	4.000	1.019
CEI3	3.573	4.000	1.062
DI1	3.958	4.000	0.941
DI2	3.648	4.000	0.946
DI3	3.939	4.000	0.894
PP1	3.108	3.000	1.156
PP2	3.333	4.000	1.149
PP3	3.798	4.000	0.925
TBMD1	3.831	4.000	0.914
TBMD2	3.568	4.000	0.994
TBMD3	3.732	4.000	0.929
TBMD4	3.840	4.000	0.812
TBMD5	3.338	3.000	0.987
TBMD6	3.653	4.000	0.984
TS1	3.347	3.000	0.945
TS2	3.892	4.000	0.829
TS3	3.845	4.000	0.929
WOM1	3.869	4.000	0.965
WOM2	3.845	4.000	0.898
WOM3	3.512	4.000	1.028

Result of measurement model

Table 3 addresses whether the variables are reliable and valid. Being valid is generally defined as the degree of accuracy of a measure meanwhile reliability estimates evaluate the stability of measures over time (Kimberlin & Winterstein, 2008). Items under Perceived Price, PP1 (0.766), PP2 (0.721), and PP3 (0.713) demonstrate strong loadings with an AVE of 0.503. Word-of-mouth items WOM1 (0.766), WOM2 (0.721), and WOM3 (0.713) also have good loadings and an AVE of 0.558. It means they have a solid relationship. Hulland (1999), stated that an Average variance extracted (AVE) value close to 0.5 is considered acceptable. The loadings of tourist satisfaction are consistently high with TS 1 (0.763), TS 2 (0.719), and TS 3 (0.796) and they have a constant AVE of 0.524. The elements CEI 1 (0.658), CEI 2 (0.627), and CEI 3 (0.774) for Cognitive and Effective Image comparatively have moderate loadings, with an AVE of 0.529. The variables DI 1 (0.771), DI 2 (0.766), and DI 3 (0.703) provide strong

support for the destination image having a trustworthy AVE of 0.578. Loading of the items are TBMD 1 (0.690), TBMD 2 (0.663), TBMD 3 (0.575), TBMD 4 (0.590), TBMD 5 (0.604), and TBMD 6 (0.728) with AVE of 0.538. According to Peterson et al., (2013) Composite reliability above 0.70 is considered acceptable. All constructs show strong internal consistency, with composite reliability (CR) scores ranging from 0.729 to 0.809.

Table 4
Validity and reliability of measurement model

Variables	Items	Loadings	Composite reliability	Average variance extracted (AVE)
Perceived price	PP 1	0.766	0.729	0.503
	PP 2	0.721		
	PP 3	0.713		
Word of Mouth	WOM 1	0.766	0.791	0.558
	WOM 2	0.721		
	WOM 3	0.713		
Tourist Satisfaction	TS 1	0.763	0.765	0.524
	TS 2	0.719		
	TS 3	0.796		
Cognitive and Effective Image	CEI 1	0.658	0.809	0.529
	CEI 2	0.627		
	CEI 3	0.774		
Destination Image	DI 1	0.771	0.804	0.578
	DI 2	0.766		
	DI 3	0.703		
Tourist Behavior on Marine Destinations	TBMD 1	0.690	0.777	0.538
	TBMD 2	0.663		
	TBMD 3	0.575		
	TBMD 4	0.590		
	TBMD 5	0.604		
	TBMD 6	0.728		

According to Diamantopoulos et al. (2008), a measurement model is the relationship among variables employed in research. The model in **Figure 2** shows the relationship between Destination Image, Tourist Behaviour, Perceived Price, Word of Mouth, Tourist Satisfaction, and Cognitive and Effective Image.

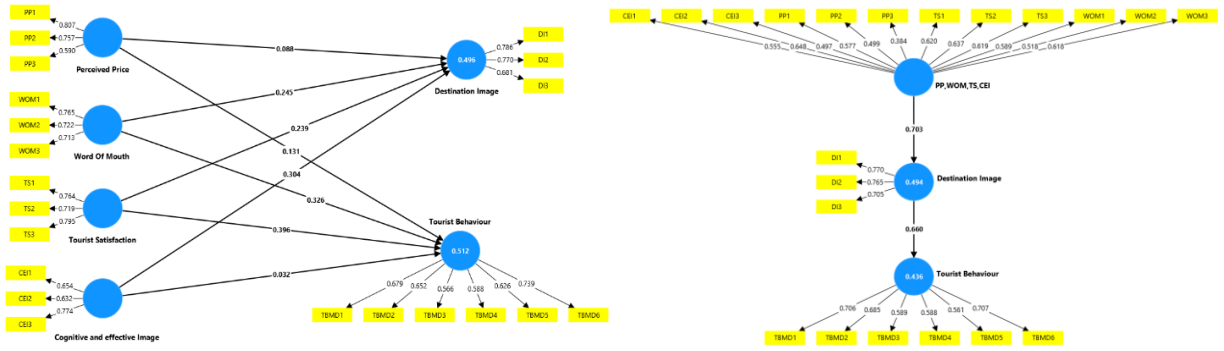

Figure 2. Measurement model

Discriminant validity

Discriminant validity evaluates whether a concept is unique from others. It assures that measurements do not correlate excessively strongly with diverse constructs is a crucial step in establishing the model's independence and

integrity (Lucas et al., 1996). The discriminant validity for Destination Image (DI) shows a value of 1.149. Its discriminant validity with Perceived Price (PP) is 0.897 and Tourist Behavior on Marine Destinations (TBMD) is 0.850. However, the value of Tourist Satisfaction (TS) is 1.067, and Word of Mouth (WOM) is 1.087 with correlations close to or higher than the diagonal value. Comparably, PP (0.738) exhibits sufficient discriminant validity when compared to TBMD (0.700) and WOM (0.680), but its correlation with TS (0.783) higher than its own AVE, indicating that these two constructs are not sufficiently distinct from one another. Tourist Behavior on Marine Destinations (TBMD) at 0.700, whose correlations with Word of Mouth (WOM) at 0.885 and Tourist Satisfaction (TS) at 0.902 are larger than its diagonal value. Meanwhile combined with WOM (0.799), TS (0.902) shows sufficient discriminant validity. WOM (0.799) has difficulties with discriminant validity on several items, including TS (0.902), TBMD (0.700), and DI (1.149).

Table 5
Discriminate validity

	CEI	DI	PP	TBMD	TS
DI	1.149				
PP	0.897	0.738			
TBMD	0.850	0.955	0.700		
TS	1.067	0.917	0.783	0.902	
WOM	1.087	0.935	0.680	0.885	0.799

Path Coefficient

Table 6
Path coefficients

Path coefficients	Values
Cognitive and effective Image -> Destination Image	0.304
Cognitive and effective Image -> Tourist Behaviour	0.032
Perceived Price -> Destination Image	0.088
Perceived Price -> Tourist Behaviour	0.131
Tourist Satisfaction -> Destination Image	0.239
Tourist Satisfaction -> Tourist Behaviour	0.396
Word Of Mouth -> Destination Image	0.245
Word Of Mouth -> Tourist Behaviour	0.326
PP, WOM, TS, CEI -> Destination Image -> Tourist Behaviour	0.464

The path coefficient table shows several significant correlations among the variables which affect Image of the destination and visitor behavior (Yasin & Singh, 2010). The data in the **table** shows that Cognitive and Effective A destination's image is influenced by its image rather strongly (β = 0.304) compared to its direct impact on Tourist Behavior is minimal (β = 0.032). Both the destination image (β = 0.088) and the behaviour of tourists (β = 0.131) have minor impacts on perceived price. Destination Image and Tourist behaviour are significantly influenced by their level of satisfaction, as evidenced by the substantial effects of tourist satisfaction on destination image (β = 0.239) and tourist behaviour (β = 0.396). Word of mouth also significantly impacts visitor behaviour (β = 0.326) and destination image (β = 0.245). There is a combined effect of Perceived Price (PP), Word of Mouth (WOM), Tourist Satisfaction (TS), and Cognitive and Effective Image (CEI) on Destination Image, which subsequently affects Tourist Behavior, and shows a strong overall impact on Tourist Behaviour (β = 0.464).

Hypothesis result

The demonstrated relationships among the constructs in **Figure 3** were put to the test with the bootstrap resampling method and the number of the sample was 426 (Bland & Altman, 2015). The output indicates that there are

significant complex relationships among various factors such as Cognitive and Effective Image, Perceived Price, Tourist Satisfaction, Word of Mouth, Destination Image, and Tourist Behaviour.

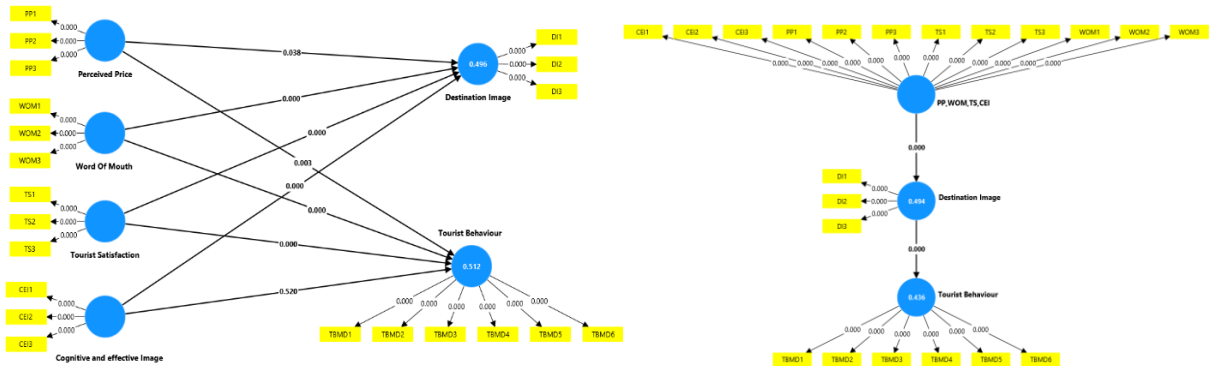

Figure 3. Structural model

The outcomes of the ten hypotheses that were put out are shown in **Table 7**. While there is no discernible influence on tourist behaviour (t = 0.644, p = 0.520), cognitive and effective image significantly improves destination image (t = 5.355, p = 0.000). Both visitor behaviour (t = 2.980, p = 0.003) and destination image (t = 2.075, p = 0.038) are strongly influenced by perceived price. Both destination image (t = 4.291, p = 0.000) and tourist behaviour (t = 10.066, p = 0.000) are strongly positively impacted by visitor satisfaction. Likewise, Word of Mouth had a substantial effect on both Tourist Behaviour (t = 6.876, p = 0.000) and Destination Image (t = 5.094, p = 0.000). Tourist behaviour is strongly influenced by the destination image itself (t = 20.495, p = 0.000). Perceived Price, Word of Mouth, Tourist Satisfaction, and Cognitive and Effective Image (PP, WOM, TS, CEI) all had a highly significant combined influence on destination image (t = 26.732, p = 0.000). All of the suggested theories were accepted in light of the escape one outcome.

Table 7
Hypothesis result

Path	Hypotheses	Sample Standard deviation	T statistics	P values	Result
Cognitive and effective Image -> Destination Image	H1	0.057	5.355	0.000	Accepted
Cognitive and effective Image -> Tourist Behaviour	H1	0.049	0.644	0.520	Rejected
Perceived Price -> Destination Image	H1	0.043	2.075	0.038	Accepted
Perceived Price -> Tourist Behaviour	H1	0.044	2.980	0.003	Accepted
Tourist Satisfaction -> Destination Image	H1	0.056	4.291	0.000	Accepted
Tourist Satisfaction -> Tourist Behaviour	H1	0.039	10.066	0.000	Accepted
Word of Mouth -> Destination Image	H1	0.048	5.094	0.000	Accepted
Word of Mouth -> Tourist Behaviour	H1	0.047	6.876	0.000	Accepted
Destination Image -> Tourist Behaviour	H1	0.032	20.495	0.000	Accepted
PP, WOM, TS, CEI -> Destination Image	H1	0.026	26.732	0.000	Accepted

Discussion and recommendation

The analysis describes the function of destination image in moderating the impacts of perceived pricing, word-of-mouth (WOM), visitor satisfaction, and cognitive and emotional image on visitor behaviour in Cox's Bazar's marine tourism industry. Therefore, Huete Alcocer & López Ruiz (2020), said that a favourable impression of the location leads to contentment and favourable word-of-mouth referrals, and they suggested that marketers concentrate on enhancing the cognitive perception of the destination's emotive components. Affective and cognitive images have little direct influence on conduct, but they do directly alter destination images. The image of the destination acts as a mediator between visitor happiness and behavior by Woosnam et al. (2020). The image of the place and traveller behaviour are significantly influenced by both WOM and visitor satisfaction. Travellers' opinions and behaviour are influenced by favourable encounters and recommendations. Wang et al. (2017), word-of-mouth (WOM) recommendations and visitor satisfaction shape the perception of a place. The perception of price has a minor impact on both the snapshot of the location and the behaviour of tourists, indicating that while price plays a role, it is not the primary determinant of behaviour. Lban et al. (2015), stated travellers' inclination to revisit is not directly influenced by perceived value or destination. To enhance the destination's reputation, which will in turn influence traveller behaviour, tourism marketers should concentrate on raising customer satisfaction and promoting positive word-of-mouth.

4 Conclusion

Tourists' perceptions and emotional impressions of a place shape its image and impact their decision to visit or suggest it (Artuğer et al., 2013). In the context of marine vacation in Cox's Bazar, there is a substantial relationship between perceived pricing, word-of-mouth (WOM), visitor satisfaction, cognitive and emotive image, and their effects on the perception of the location and visitor behaviour. A key mediating element that amplifies the consequences of perceived price, word-of-mouth, and pleasure on traveller behaviour is the destination image. While cognitive and emotive images primarily influence the destination image with little effect on behaviour, visitor satisfaction and word-of-mouth have a significant combined influence on both. Positive word-of-mouth and increased contentment have a big impact on how tourists behave. The perception of a place greatly affects the loyalty of tourists and the inclination to return. The primary research restriction of this study is its exclusive emphasis on Cox's Bazar and its limited demographic of youthful, well-educated, and frugal tourists. Furthermore, it fails to distinguish between contemporary buzzwords like environmental effects and electronic and conventional word-of-mouth (e-WOM). Future studies should focus on a variety of tourist demographics, including foreign visitors, senior citizens, and adventure seekers, and how maritime tourism strikes a harmony between environmental sustainability, financial growth, and technological influence.

Conflict of interest statement
The authors declared that they have no competing interests.

Statement of authorship
The authors have a responsibility for the conception and design of the study. The authors have approved the final article.

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